

# The Student Experience Canvas

The Student Experience Canvas is a tool to understand and improve your student experience by considering their touchpoints along the journey from applicant to alum.

Students, Staff, and Administrators use the Canvas by identifying what's working and what isn't and then determining priorities and questions for the future.

The Canvas provides an opportunity to synthesize what's known, reveal gaps about what's unknown, and spark collaboration across departments.

## 1. STUDENT PERSONA

Write a descriptive name of your student persona: \_\_\_\_\_

Describe your persona's motivations....

Describe your persona's behaviors....

Describe your persona's expectations....

Check any of the following designations...

- Commuter Student
- Student w/ Children
- First Gen Student
- Student w/ Disabilities
- International Student
- Transfer Student
- Part-time Student
- Veteran Student
- Student Athlete
- Working Student

## 2. EVALUATE THE STUDENT JOURNEY

**Time:** Phases of the Student Journey →

<p>In each box below, describe what's working and isn't the current student experience, then rate it from 1 (poor) to 5 (excellent) in the corner.</p>						
<p>↑</p> <p>Touchpoints: What students interact with</p> <p>↓</p>						

## 3. REFLECTION

### Priorities

What are the top 3 to 5 opportunities to enhance our student experience?

### Outstanding Questions

What questions do we have? What additional info do we need?

